Philip Morris Promotional Fulfillment

Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 10/5/94 UPC Size %: 90 UPC CODE:

Prepared By: G. D'Alessandro Ext: OVERNIGHT DELIVERY ☒ YES ☐ NO

Send UPC To: Name: John Buehler Address: LBCO 19th Floor

Company Name: City/State/Zip:

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: V. Slims Program: Vision Value Network POS.#

Program Description: (Please Be Specific) Coupons at POS Competitive - Pack - Value Member

Audience Reached: ☐ Offensive ☐ Defensive ☐ Both

Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Capture Names?: ☐ Yes ☐ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This information is REQUIRED before a UPC will be issued.

Distribution Date: 12/4 - 12/31/94 Expiration Date: 2/28/95 3/31 Estimated Redemption Rate: .8 %

Total Circulation: 120,000 Max. Redemp. Cost/Coupon: $

Areas of Distribution

Will Coupons Be Distributed:

☐ Nationally
☐ Regionally (see back)
☐ Specific Markets (see back)
☐ On a Test Basis

Will the distribution include military?

☐ Yes
☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)	☐ ROP/Newsp. Co-op (008)	☐ Hand Distribution (012)	☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002)	☐ Sunday Supp.-Single (007)	☐ Retailer Coupon (013)	☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003)	☐ Sunday Supp.-Co-op (008)	☐ Direct Mail - Solo (014)	☐ All Other: (025) Please Explain
☐ Control Circ. Magazine (004)	☐ FSI Inserts - Solo (010)	☐ Direct Mail - Co-op (015)	
☐ ROP/Newsp. Single (005)	☐ FSI Inserts - Co-op (011)	☐ In-Pack-Own Product (016)	

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $

Terms of Offer: (Describe completely) B2G1F

Discount Offered: % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F	☐ B2G 50¢ Off	☐ $1.00 Off Carton	☐ $2.50 Off Carton	☐ Other - Provide Details Above
☒ B2G1F	☐ B3G 50¢ Off	☐ $1.50 Off Carton	☐ $3.00 Off Carton	
☐ B3G1F	☐ Free Pack	☐ $2.00 Off Carton	☐ Checker Intervention	

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
1	
2	
3	
4	
5	
Total	

Distribution break by Market

Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Returned (000)

2071459729

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41116 04132

Date Assigned: 10/5/94 Assigned By:

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to Media
One Copy to PM Promotional Fulfillment
One Copy to Promotional Services Center
One Copy to PM Finance
One Copy to USA

#4003 PM USA/REV 3/93

Source: https://www.industrydocuments.ucsf.edu/docs/kmxn0004